



## Monthly News and Updates from The U.S. Commercial Service In South Africa

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Volume 2, Issue 1  
January 18, 2002

### Best Wishes For a Happy, Healthy and Prosperous New Year!



### Director General of the US Commercial Service Brings Trade Mission to Botswana and South Africa Feb. 7 to 15

Assistant Secretary of Commerce and Director General of the U.S. and Foreign Commercial Service, Maria Cino, will lead a senior-level business development trade mission focusing on women-owned and women-managed businesses to Gaborone, Botswana and Johannesburg, Durban, and Cape Town, South Africa. This Business Development Mission is being organized to coincide with the *Leadership and Linkages for Women in Trade and Investment Conference*, organized by the American and African Business Women's Alliance, in Gaborone, Botswana, February 7-9, 2002. The overall focus of the trip will be commercial opportunities for U.S. companies, including joint ventures presented by the continuing market liberalization and pri-

vatization happening in these countries. In Gaborone, Botswana, the delegation will attend and participate in the *Leadership and linkages for Women in Trade and Investment Conference*. In South Africa, briefings and one-on-one business appointments will be made for members of the business delegation, and the delegates will have the opportunity to interact with a wide variety of South African business organizations. Director General Cino will meet senior South African government officials to discuss initiatives to strengthen trade and investment relationships.

For more information, contact the US Commercial Service in Johannesburg, Durban or Cape Town.

### New project finance facility for small and medium-sized businesses

More than 60 South African companies representing the SMME sector attended a series of seminars at the Ronald H. Brown Commercial Center during January 15-17, 2002. The seminars focused on a new US Agency for International Development (USAID) project finance facility known as the "development credit authority". This authority enables USAID's overseas missions to encourage the use of credit and expanded financial services in underserved local markets. Its goals are to promote economic growth in developing countries; to mobilize private capital; to create a linkage between the formal financial sector and those who would otherwise not have access; and to demonstrate the economic viability of such investments to the local banking sector and to other sources of private capital. For more information on this program, please contact the Commercial Service or Sean Jones, Economic Growth Officer, USAID at [sjones@usaid.gov](mailto:sjones@usaid.gov).

## WELCOME TO THE WORLD OF MAGIC

In a single, comprehensive industry event, **MAGIC** attracts more attendees than any other apparel marketplace. It's the undisputed king of apparel trade shows, with every market and all the important trends represented. The track record is impressive, and the potential is tremendous. A premier show that attracts tens of thousands of buyers looking for new, exciting resources and ready to write orders – an opportunity to make **AGOA** work for you!!

**Show Description:** Taking place twice a year in Las Vegas, Nevada. The Magic Marketplace consists of approximately 3,200 exhibiting companies, 5,500 brands, 21,000 product lines from around the globe and approximately 100,000 attendees from 110 countries. Buyers are from all 50 states and 110 countries across the globe representing every retail channel, from independent specialty shops to the largest department store chains. Executive level buyers: 52 percent.

**Show dates for 2002 are: February 19-22 and August 26-29.**

**For further information visit** [www.magiconline.com](http://www.magiconline.com) or contact [jaisvir.sewpaul@mail.doc.gov](mailto:jaisvir.sewpaul@mail.doc.gov)

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### Franchising – The Road to Economic Independence

If you think that franchising is only about fast food, think again. This concept can be applied to virtually any sector such as automotive, health-care, finance and even haircuts! The real value of franchising is that it is a proven and practical business concept, immediately functional and easy to access by entrepreneurs, including those from previously disadvantaged backgrounds. Increasingly, franchising plays an important role in empowerment and promotes economic development.

A survey by leading franchise sector analysts, Franchise Directions, shows that franchising has created jobs for approximately 300,000 South Africans and the Franchise Association of South Africa (FASA) reports that sales of goods and services in the sector reached almost R60 million in 2000 with 478 franchise systems operational countrywide.

Want to hear more? Then contact:

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Thamie Lefakane on 011 778 4807/ [thamie.lafakane@mail.doc.gov](mailto:thamie.lafakane@mail.doc.gov)

### Business Opportunities

A Louisville, Kentucky supplier of fully reconditioned hospital beds has 300 good quality complete electric beds available at a very reasonable cost. For more information, contact Abby Ellary at 031 304-4737, extension 103.

A US company is seeking to identify a potential distributor or joint venture partner to market and perhaps manufacture a versatile, economical, durable and compact piece of equipment designed to perform up to nine separate gardening functions. For more information, contact Jaisvir Sewpaul at 021 421-4280, extension 2227.